

5 marketing email errors many people have

The way to start a smart email will greatly determine whether or not potential customers continue to read your email.

Regardless of whether you're attending a meeting, a party, an event, or a meeting at the organization, it's incredibly terrible to approach a stranger and introduce yourself to many.

I do not know about you but I never approach others if I have not planned what to say and say. Because, after all, everyone formed the first impression of you in just 1 in 10 seconds. So no matter how crazy it sounds, a false opening can make your relationship not yet formed "shut down."

Although I am always cautious and have tactics in the opening sentence when communicating with others, I have only recently started applying this strategy in writing emails. After calmly and seriously looking back on the opening sentences used, I proceeded to remove them from the content and the surprise was, **Response Rate** (the percentage you expect customers to respond to) which I have received has doubled compared to before.

Here are 5 habits that I have "straightened out" to remove my email sending strategy and I advise you not to use if you want to have the desired Response Rate.

*Note : The article is translated from sharing by **Aja Frost** , a writer on **HubSpot** .*



1. "My name is ."

The name is one of the hardest to remember. Because, honestly, no one cares about them. This means that if you start an email like "My name is Aja Frost and I'm a Zone event salesperson," your email can be delivered

directly to the trash.

To avoid this error, you can do the following: using this sentence as a second sentence and the recipient will appreciate that you go straight to the problem instead of rambling into unimportant things.

2. "I work for ."

Opening your email with "*I work for .*" is worse than the habit of starting with the introduction of a name. Not only does it make you feel boring and unusual, this habit also forms in the minds of potential customers thinking that **you are trying to sell something to them.**

Instead, tell customers about your company, for example, if it is a famous brand or if you have met customers before, this will help them remember the meeting. However, try to name the company naturally instead of highlighting it rigidly.

You can refer to the following email:

Hello Randle,

Dale Harding suggests we meet. I work with Dale in the Sales Team at HubSpot.

This is really why I want to make this proposal. He said that you are the one looking for our team and CRM sales representatives that may be very suitable for you. 100% free and very easy to use.

At one point, if there are many business representatives at the same time, how often do you control the training process? I can share with you some interesting ideas.

Love,

Billy

The mention of HubSpot in the above sentence is quite natural because the recipient already knows a person working there. Therefore, if potential customers are related to colleagues in the company, they will feel comfortable when you mention the name of the organization.



You can also use the "we" pronoun when referring to your team, such as *"In the past year, our HubSpot Team has partnered with ."*

If you attach some company information, just insert the name in the description as *"I have linked a few HubSpot blog posts that may be useful for you ."*

3. "Do you know ."

Some salespeople try to create promptings by starting an email with a rhetorical question, such as *"Do you know that an average person now has 300% more unread emails in the inbox? with 4 years ago?"*

I have bad news for anyone who believes potential customers will read this and think *"No, I don't know that. I will stop everything and work with this salesperson."*

The typical reaction is more realistic: Nobody needs to know it.

You can definitely use interesting statistics to create a sense of urgency, but putting them in an unannounced manner will not help you get feedback. If starting with an index, make sure you personalize it with a specific customer-specific situation and adjust to make your email natural, such as:

"Email marketing professionals like you often find it difficult to improve customer email open rates. Because an average customer now has 300% more inbox than in the inbox. with 4 years ago "

"In the past year, I have helped two other companies in the autocare system increase their email opening rate to an average of 20% ."

4. "Congratulations ."

An outstanding event - a related appearance that creates sales opportunities, that is, linking with potential customers and offering your solution.



However, **Anand Sanwal - CB Insights** ' CEO explains that starting an email with a "congratulatory" message is a big mistake.

"This is a bland, cliché opening sentence," said Anand Sanwal, *"while I was congratulated as the next, this also created a thought: sample letter."*

The solution here is **to clarify your congratulations.**

For example, instead of saying *"congratulations for being invested ."* , you can write *"You have raised \$ 1.5 million for Series A invested by Harold & Bloom Investments. Congratulations! Your is great, especially expanding the market to the Midwest (Midwest).*

5. "I'm thinking ."

Your best friends care about what you are thinking. But your customers do not. So, instead of starting with the *"I'm thinking"* sentence, immediately switch to another sentence like this:

Sai: *"I'm thinking about your recent Darby Apparel acquisition and ."*

Right: *"Your acquisition of DarbyApparel on Friday made me think ."*

The second approach is less personal because you start by referring to your customers instead of emphasizing yourself. **In fact, you should never start an email by talking about yourself.**

For example, *"I am a member of the Dallas Entrepreneurs group on LinkedIn and I have seen you post a question about Google AdWords"* . If you flip this sentence over, *"You posted a great question about Google AdWordss to the Dalls Entrepreneurs group on LinkedIn last week."*

Obviously, the focus has been shifted to customers.

Getting a good first impression before a new customer is not easy, but the 5 ways to start an email like this can be a useful strategy that you can try. Sometimes, **what you say is not as important as what you say.**

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